

Signature Eyewear Marketing News

Signature Eyewear's Dakota Smith Los Angeles Brand



EYEWEAR & SUNWEAR

DON'T RULE OUT THE MEN

By Beth Schlauf Men's eyewear is coming into its own in the fashion world with the increasing popularity of retro eyeshapes, bolder colors, and more detailing. While men look for more traditional styling than women, this doesn't mean that their eyewear has to be boring—there's been a shift to more interesting designs and subtle masculine elements. P3 and vintage shapes are becoming more the norm, a bonus for men looking for a larger frame to house progressive lenses. Aviators are strong, not just in sunglasses, but in ophthalmics as well. Traditional colors such as black, tortoise, and gunmetal still play a large role but trendier colors such as navy, orange, and green are surfacing, especially in combination with a variety of tortoise shades. Men might be more conservative in their eyewear but they definitely want to look stylish.

EYEWEAR & SUNWEAR product trends



Signature Eyewear • Dakota Smith
Fearless (left), Integrity (right)
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Lenses Group • Pervin • Style No. 2943
800-811-2025 • lenses.com



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